

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1 Introduction

This part consists of the conclusion of the paper, and this part will explain about the suggestion for further research and limitation of the research.

#### 5.2 Conclusion

From the analysis and research about the effect of package redesign towards purchase intention of Pocari Sweat through price sensitivity as the moderating variable. The researcher conclusions as follows:

1. Perceived value has significant affects to the Purchase Intention of Pocari Sweat on canned packaging.
2. Perceived value has significant affects to the Purchase Intention of Pocari Sweat on bottle packaging.
3. Price Sensitivity has a function as a moderating variable on the effect of package redesign towards purchase intention of Pocari Sweat
4. Price sensitivity as the moderating support the effect of pakcage redesign toward purchase intention of Pocari Sweat on canned and bottle packaging.

### **5.3 Further Research**

In this research the topic is about the effect of package redesign toward purchase intention of Pocari Sweat. It is better for further research to add more respondent. Not just from Yogyakarta but also from another country or from all around Indonesia. So it can complete this research and add more knowledge about the package redesign towards purchase intention from the consumers from all around Indonesia not just consumers who live in Yogyakarta.

The further research also can research the other international products or brand, so it can give us knowledge which brand or product that has a good effect of package redesign toward their purchase intention.

### **5.4 Managerial Implication**

The result of this research can help the companies to make a good strategies before they redesign their product. It can help enterprises in developing and producing product consistent with consumer expectations and the efficiency of their business operation.

Relating to the price sensitivity, due to the increasing number of channels of information in the consumption market, consumers can access information in very easy ways to compare the price. The search information means higher price sensitivity of the consumer. This research also can help the companies to provide detailed price information to make consumers want to search and improve their purchase intention.

## 5.5 Limitation of The Research

In this research, there are some limitations that researcher faces. There are 2 limitations. The first one is the difficulties to find the respondents who already bought 2 kind of packaging. Because there is mandartodry that the respondents should have bought Pocari Sweat on canned and bottle packaging. So, for the people who already buy Pocari Sweat but just buy one of the packaging, for example only bought on canned and never buy the bottle packaging the data will not used by the researcher.

Second, the questionnaire is distributed through online, which is googleform. The researcher spread it through social media such as Line and Whatsapp. It means that there is no control during the fulfillment process.

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